

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Ignacio Sanz-Pastor *et al.*

APPLICATION NO.: 10/007,966

FILING DATE: November 7, 2001

TITLE: INTERACTIVE ADVERTISING WITH AN AUTOMATED VIEWING
REWARD SYSTEM

EXAMINER: DANIEL LASTRA

GROUP ART UNIT: 3688

ATTY. DKT. NO.: 22503-05565

CERTIFICATE OF ELECTRONIC (EFS-WEB) TRANSMISSION

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Dated: February 17, 2010

By: /Daniel R. Brownstone 46581/
Daniel R. Brownstone, Reg. No. 46,581

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AMENDMENT F

In response to the Office Action mailed on August 17, 2009, please enter the following amendments and consider the accompanying remarks.

Amendments to the claims begin on page 2.

Remarks begin on page 8.